



LEVEL OF AGRIBUSINESS ANXIETY OF DIPLOMA AGRICULTURAL STUDENTS OF ANAND AGRICULTURAL UNIVERSITY OF GUJARAT

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Received: April 09, 2016; Revised: April 15, 2016; Accepted: April 16, 2016

Abstract- The present investigation was carried out on proportional random sample of total 50 diploma students studying in the final year of diploma in agriculture faculty of AAU of Gujarat state. The data was collected through interview schedule contacting diploma students personally, ex- post facto research design was applied for the study. The level of agribusiness anxiety of diploma students of AAU of Gujarat was measured with the help of reliable and valid scale developed by Patel (2008). For measurement of independent variables included in study, different scales and scoring techniques developed by other scientists were used with slight modifications. The collected data were classified, tabulated and analyzed in light of objectives in order to make the finding meaningful. Statistical tools, such as percentage, frequency, mean and standard deviation were used. The findings revealed that majority (74.00 per cent) of respondents had age below 20 years followed by 68.00 per cent of them had first class of academic performance, majority (70.00 per cent) of them were residents of rural area, 33.33 per cent had knowledge of three languages, 36.00 per cent had agriculture as their family occupation, majority (72 per cent) of them had up to two lakh rupees of annual family income 64.00 per cent had medium level of knowledge of internet 72.00 per cent, medium level of self confidence (72.00 per cent) and slightly more than half (52.00 per cent) of the students had medium level of agribusiness anxiety, respectively.

Keywords- Agribusiness anxiety, Constraints, Diploma agricultural students.

Citation: Raghuvansh S.K. and Patel Meenaben C., (2016) Level of Agribusiness Anxiety of Diploma Agricultural Students of Anand Agricultural University of Gujarat. International Journal of Agriculture Sciences, ISSN: 0975-3710 & E-ISSN: 0975-9107, Volume 8, Issue 22, pp.-1437-1439.

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Introduction

Agribusiness is a business that earns most or all of its revenues from agriculture. In agriculture, agribusiness is a generic term for the various business involved in food production including farming, contract farming, seed supply, agro chemicals, farm machinery, wholesale & distribution, processing, marketing and retail sales. Agribusiness anxiety is a common emotional response to agribusiness characterized by the fear that many people exhibit. Agribusiness encompasses just about every business and professional activity one can think of, from basic farm labor to food processors, packagers, distributors, sales and marketing people, engineers, scientists and researcher, accountants and administrators, international trade experts and others.

There are various circumstances, personal interest and variables affecting to the level of diploma towards agribusiness anxiety, looking to this fact, present study entitled "Level of Agribusiness Anxiety of Diploma Agricultural Students of Anand Agricultural University of Gujarat" was undertaken

Objectives

1. To study the profile of Diploma Agricultural Students of Anand Agricultural University of Gujarat state
2. To find out level of agribusiness anxiety of Diploma Agricultural Students of Anand Agricultural University of Gujarat state
3. To identify constraints perceived by the diploma students in acceptance of agribusiness anxiety

Materials and Methods

The present investigation was undertaken on a random sample of total 50

diploma agricultural students studying in the final year of diploma agriculture faculty of Anand Agricultural University of Gujarat State.

Statistical analysis

Data were collected by personnel interview and frequency distribution and percentage was used for analysis

Result and Discussion

Personal Characteristics of the respondents

Age : The data presented in [Table-1] indicate that majority (74.00 per cent) of diploma students had age below 20 years, while the remaining 26.00 per cent of them were had age up to 20 years.

Native place: The data presented in [Table-1] reveal that majority (70.00 per cent) of the respondents were the urban residents indicating that majority of them were with wider exposure to outside world. The results also indicate that 30.00 per cent of diploma agricultural students studying in diploma were from the rural background.

Academic performance: The data presented in [Table-1] indicates that more than three fifth (68.00 per cent) of the diploma students had first class followed by 18.00 and 14.00 per cent of them had second class and pass class, respectively.

Knowledge of different languages: It is observed from the data presented in [Table-1] that diploma students had knowledge of one, two and three languages in

equal level (33.33 per cent).

Family occupation : It can be concluded from the data presented in [Table-1] that 36.00 per cent of the respondents had agriculture as their family occupation

followed by 30.00 per cent, 22.00 per cent and 08.00 per cent of them had agriculture plus animal husbandry, agriculture plus service and only service as their family occupations, respectively. Only 4.00 per cent of them had only business as their family occupations.

Table-1 Personal Characteristics of the respondents

Sr.No.	Categories	Frequency (No.)	Percentage (%)
1. Age	Les than 20 year	37	74
	Up to 20 year	13	26
	Total	50	100
2. Native place	Rural	35	70
	Urban	15	30
	Total	50	100
3. Academic performance	First class (more than 6.50 OGPA)	34	68.00
	Second class (between 6.00 to 6.49 OGPA)	09	18.00
	Pass class (below 6.00 OGPA)	07	14.00
	Total	50	100
4. Knowledge of different languages	One language	16.66	33.33
	Two language	16.66	33.33
	Three language	16.66	33.33
	More than three language	00.00	00.00
	Total	50	100
5. Family occupation	Agriculture	18	36.00
	Agriculture + Animal husbandry	15	30.00
	Agriculture + Service	11	22.00
	Only service	04	08.00
	Only business	02	04.00
	Total	50	100
6. Family income	Very low (below 1.5 lakh)	07	14.00
	Low (1.5 to 2.0 lakh)	36	72.00
	Medium (above 2.0 lakh)	07	14.00
	Total	50	100
7. Basic knowledge of internet	Very low (0 to 4.40)	00	00.00
	Low (4.41 to 8.80)	06	12.00
	Medium (8.81 to 13.20)	32	64.00
	High (13.20 to 17.60)	11	22.00
	Very high (17.61 to 22.00)	01	02.00
	Total	50	100
8. Self confidence	Very low (0 to 20)	02	04.00
	Low (21 to 40)	03	06.00
	Medium (41 to 60)	36	72.00
	High (61 to 80)	09	18.00
	Very high (81 to 100)	00	00.00
	Total	50	100

Family income: The data given in [Table-1] disclose that 72.00 per cent of the agricultural diploma students have low (1.5 to 2.00 lakh) level of annual income followed by equal (14.00 per cent) of them had very low (below 1.5 lakh) and medium (above 2.00 lakh) level of annual income, respectively.

Basic knowledge of internet: The data furnished in [Table-1] indicate that 64.00 per cent of the diploma students had medium level of knowledge of internet followed by 22.00 and 12.00 per cent of the diploma students had high and low level of knowledge of internet, respectively. Only 2.00 per cent of the diploma students had very high level of knowledge of internet.

Self confidence: Data presented in [Table-1] shows that 72.00 per cent of diploma agricultural student had medium level of self confidence followed by 18.00 per cent of them had high and 6.00 per cent of them had low level of self confidence, respectively. While only 4.00 percent of them were with very low level of self confidence.

Agribusiness Anxiety of Diploma Agricultural Students

Agribusiness anxiety is a common emotional response to agribusiness characterized by the fear that many people exhibit. The findings are presented in [Table-2].

Agribusiness Anxiety : A fleeting look into [Table-2] shows that slightly more

than half (54.00 per cent) of the agricultural diploma students had medium level of agribusiness anxiety, while 40.00 and 6.00 percent of the diploma agricultural students had high and low level of agribusiness anxiety. Whereas none of the respondent was found in the category of very low and very high level of agribusiness anxiety.

Table-2 Distribution of diploma students according to their agribusiness anxiety
n=50

Sr. No.	Category of Agribusiness anxiety	Frequency	Percent (%)
1	Very low (0 to 18)	00	00.00
2	Low (19 to 36)	03	06.00
3	Medium (37 to 54)	27	54.00
4	High (55 to 72)	20	40.00
5	Very high (73 to 90)	00	00.00
	Total	50	100

Constraints perceived by diploma students in acceptance of agribusiness

From the below table we can conclude that, Major constraints perceived by diploma agricultural students, were lack of awareness regarding various key agricultural business supporting services ranked 1st with (98.00 MPS) followed by

difficulty to get expected number of consumers ranked 2nd (96.00 MPS), lack of confidence to succeed in agri-business ranked 3rd (91.00 MPS), lack of decisiveness to start agri-business ranked 4th (87.00 MPS), huge risk involved in establishment of agribusiness ranked 5th (82.00 MPS), not received any specific training regarding agribusiness ranked 6th (74.00 MPS), lack of consciousness to have agribusiness ranked 7th (73.00 MPS), inadequate technical knowledge regarding agribusiness ranked 8th (72.00 MPS), the dominant logic that only experienced person can run the agribusiness ranked 9th (60.00 MPS), lack of positive mindset regarding agribusiness ranked 10th (57.00 MPS), bank loan procedure is extensive ranked 11th (54.00 MPS) and lack of support from family ranked 12th (46.00 MPS), respectively

Security". Ch-12, pp: 137.

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Table-3 Constraints perceived by diploma students in acceptance of agribusiness
n = 50

Sr. No	Constraints	Mean score	Rank
1.	Lack of awareness regarding various key agricultural business supporting services.	98	I
2.	Difficulty to get expected number of consumers	96	II
3.	Lack of confidence to succeed in agribusiness	91	III
4.	Lack of decisiveness to start agribusiness	87	IV
5.	Huge risk involved in establishment of agribusiness	82	V
6.	Not received any specific training regarding agribusiness	74	VI
7.	Lack of consciousness to have agribusiness	73	VII
8.	Inadequate technical knowledge regarding agribusiness	72	VIII
9.	The dominant logic that only experienced person can run the agribusiness	60	IX
10.	Lack of positive mindset regarding agribusiness	57	X
11.	Bank loan procedure is extensive	54	XI
12.	Lack of support from family	46	XII

Conclusion

The findings revealed that majority (74.00 per cent) of respondents had age below 20 years followed by 68.00 per cent of them had first class of academic performance, majority (70.00 per cent) of them were residents of rural area, 33.33 per cent had knowledge of three languages, 36.00 per cent had agriculture as their family occupation, majority (72 per cent) of them had up to two lakh rupees of annual family income, 64.00 per cent had medium level of knowledge of internet, 72.00 per cent medium level of self confidence and slightly more than half (54.00 per cent) of the students had medium level of agribusiness anxiety, respectively. Major constraints perceived by diploma agricultural students, were lack of awareness regarding various key agricultural business supporting services (rank I), difficulty to get expected number of consumers (rank II), lack of confidence to succeed in agri-business (rank III), lack of decisiveness to start agri-business (rank IV), huge risk involved in establishment of agribusiness (rank V).

Conflict of Interest: None declared

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